CitySpark 2017/18 Entry Guidelines

- The competition is open to all current students and recent alumni that have graduated less than two years since the date of the completion – i.e. not before 2015/2016 academic year
- All entries must be submitted online via the entry form indicated at city.ac.uk/cityspark
- Submissions can be from individuals as well as teams
- A team or an individual can submit multiple ideas but only one idea can be selected for the final. If more than one idea qualifies for the final, the team or individual will have to decide which proceed with
- Students are encouraged to build teams across schools at City.
- All entries must be the original work of the team or individual submitting it. The submission of a business idea to the CitySpark Competition constitutes an acknowledgment on the part of all members of the team that the business concept and submitted documents are the original work of the team.
- By entering CitySpark participating teams and their individual members agree to abide by these competition Entry Guidelines.
- The decision of the Judges’ Panel will be final and no further correspondence will be entered into thereafter.

CitySpark Assessment Process

CitySpark is City, University of London’s business ideas competition, supporting students and graduates with the opportunity to win funds to develop their idea into a fully-fledged business venture.

What are we looking for?
In addition to brilliant business ideas we are looking for teams and individuals that have done their research, tested their ideas in real environments and are committed to developing their idea into a sustainable business.

For each question in the application form, the panel wants to see demonstrable evidence to support your answer. We aren’t looking for statements; we want justified answers with facts to back it up. This demonstrates to us that you fully understand your market, the competitive landscape and what it takes to covert this idea to a fully-fledged business. If you have already started your business, that’s even better, but we still want to see evidence of traction; growth in sales, followers/users and impact.

How is your application assessed?
All applications are assessed by CitySpark Judges. The Judges are typically members of the Enterprise Education team and collectively have extensive experience of evaluating business plans and supporting entrepreneurs. On occasion the team may also invite guest Judges to assess a number of applications where further expertise is required to assess the viability of the idea. All information is treated as confidential and the data collected is used only for the purpose of the CitySpark competition.
Two Judges are assigned to mark each application. The Judges use a marking scheme to mark each answer to the questions we set.

**Scoring methodology 1-5**

1. Very Poor – The answer contains no relevant information for the question asked
2. Poor – There are some elements that have been correctly identified but not enough to show that the person answering would be comfortable to go deeper into the subject
3. Good – There is a good understanding of the topic, some research has been done
4. Very Good – There is a very good understanding of the topic, supported by good arguments and research
5. Excellent – Excellent response clearly supported by direct or indirect evidence and research

Each question is marked out of 5 and then a total score is allocated. The two Judges that have marked the application will then total their marks for that application to give an overall score – where there are large differences in marks the Judges are required to discuss and agree their marks. Collectively the Judges will then select the top entries to go through to the next round.

**Feedback**

The team receives a large amount of applications for both CitySpark competitions and we regret that we can’t provide feedback to all applicants, however we are happy to provide feedback upon request by emailing citystarters@city.ac.uk